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INTEROFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017

TO: DISTRIBUTION

DATE: JUNE 28, 1990

FROM: E. EGAN *EE*

SUBJECT: BUCKS INCENTIVE ITEMS

The following is a review of incentive items needed for the Bucks October 1 national launch. The programs included are national introduction, retail promotions, CIP bounceback and 5 for 2 bounceback.

Program: Trade Gift/Sell-in Materials (National Introduction)

Due in Field W/O 8/6

<u>INCENTIVES</u>	<u>BROCHURE</u>	<u>POS #</u>	<u>CARRIER</u>	<u>POS#</u>
Robes - 5500	5500	*	5500	51443
Wallet- 11,000	11,000	*	11,000	51444

Due in Field W/O 9/3

Wallet - 175,000	175,000	*	175,000	51444
Additional Brochures	50,000	51370	--	51370

*The robe/wallet and brochure will be consolidated into a specially produced carrier.

Due in Field W/O 9/3

Bucks Watch	- 5000	5000	
Dollar Bill Sleeve	- 5000		51452

Program: Poker Set/T-shirt (retail promotion)

Retail date - January 1991

Poker Set - 2.2 million (Poker chips & Playing cards:
50% Kings/50% Kings Lights)
T-shirt - 1.35 million

Program - CIP bounceback

Date - October
Wallet - 98,000

Program - 5 for 2 bounceback

Date - November
Wallet - 130,000

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Program - Match Caddies

Date - October
Quantity- 132,000

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